

## Editorial Highlights

2023-2024

### UPFRONT

---

#### Keynote

As the world's biggest cruise company, Carnival Corporation's fleet of more than 90 ships call at more than 700 ports each year, bringing guests to a range of destinations around the world. Its nine cruise brands range from the large, fun-focused ships of Carnival Cruise Line to the ultra-luxury small ships of Seabourn, with each having different demands when it comes to the perfect destination for their guests.

Under the leadership of new CEO Josh Weinstein, recent restructuring has placed greater responsibilities under the control of each of the brands, including port operations. In our keynote interview, we speak to the new executive vice president of strategic operations, Jan Swartz, about the freedoms and benefits that the new approach will bring for the company and the destinations it works with.

#### Marketwatch

An eclectic round-up of the top global port and destination news, views, opinions and insights. For our extended story in this issue, we take a deeper dive into the availability of shore power at cruise ports around the world and investigate the rate of uptake to see how the port community is responding to cruise line demand.

### FEATURES

---

#### Feature: *Natural assets*

Our unquenchable thirst for adventure is stimulating massive sales of cruises that offer only a hint of an expedition. Ports and destinations around the world are capitalising on their natural assets, making sure that access to natural wonders, phenomena and wildlife is provided through expert shore excursion programmes.

In this feature we ask ports, tourist boards and shorex providers from around the world to share their perspectives about how the natural world is delighting cruise passengers in their destinations.

#### Roundtable: *Small ship itinerary planning*

As bigger ships continue to try to avoid port congestion and vie for precious prime berths, smaller ships are increasingly finding that hidden and lesser know gems can also contribute to very good sales and excellent passenger ratings. We talk to a group of experts to get their views, including:

- Kristin Badgett, Vice President, Revenue & Itinerary Planning, Windstar Cruises
- Mike Pawlus, Director of Strategic Itinerary & Destination Planning, Azamara Cruises
- Frederique Patry, Senior Manager Itinerary Design, Silversea

### MAIDEN SEASON

---

The carefully curated inaugural voyages and maiden seasons of new cruise ships include calls at ports and destinations that cruise companies are confident will woo the passengers. We review the very different maiden seasons planned for six ships launching in 2023-2024:

**Silver Nova**, Silversea Cruises



**Celebrity Ascent**, Celebrity Cruises



|   |   |
|---|---|
| <b>Seven Seas Grandeur</b> , Regent Seven Seas Cruises<br> | <b>Brilliant Lady</b> , Virgin Voyages<br>                |
| <b>Carnival Jubilee</b> , Carnival Cruise line<br>         | <b>Icon of the Seas</b> , Royal Caribbean Cruise Line<br> |

## PLANNER PERSPECTIVES

In our 'planner perspective' interviews, cruise executives share their essential knowledge and wisdom about how ports and destinations can improve their offerings for greater levels of passenger satisfaction. We speak with executives from:

- Sacha Rougier, Head of Itinerary Planning & Destination Experiences, Explora Journeys
- Davide Truscello, Director of Pricing, Itinerary & Revenue Planning, Costa Cruises
- Dennis Reddy, Director of Port & Itinerary Planning, Norwegian Cruise Line
- Gianluca Suprani, SVP Port Development & Shoreside Activities, MSC Cruises
- James Langley, Operations Director, Saga Cruises
- Jaqui Nobile, Senior Destination Services Operations Manager and Godmother, Marella Cruises

## REPORTS

### Atlantic Canada, St Lawrence River and the Great Lakes

Many industry commentators predict massive growth in the coming years for the Canadian cruise industry. It's perhaps surprising that the second largest country in the world sits 19<sup>th</sup> on the list of international tourist arrivals, but there is a great and growing appetite for cruising here. In this report, *CFIP* explores the country in search of the best ports, destinations and shore excursions, covering: British Columbia, Atlantic Canada, St Lawrence River and the Great Lakes. We also seek further insights from cruise lines that know these waters well, including:

- Fred. Olsen Cruises
- Holland America Line
- Viking Cruises
- Pearl Seas Cruises
- Crystal Cruises

### Association highlights

Renowned port and destination associations share their members' latest news and highlight some of the key initiatives that they are currently developing. Invited contributors include:

- |  |   |
|--|---|
| <ul style="list-style-type: none"> <li>• Asia Cruise Terminal Association</li> <li>• Atlantic Canada Cruise Association</li> <li>• Australian Cruise Association</li> <li>• Caribbean Tourism Organization</li> <li>• Cruise Baltic</li> <li>• Cruise Britain</li> </ul> | <ul style="list-style-type: none"> <li>• Cruise Europe</li> <li>• Cruise Norway</li> <li>• Florida Ports Council</li> <li>• Florida-Caribbean Cruise Association</li> <li>• IAATO</li> <li>• MedCruise</li> </ul> |
|--|---|

### Regional spotlight: *Asia*

Over 30 cruise companies operate Asian itineraries, visiting more than 200 ports in 17 countries. Asia is a wonderfully diverse cruising region with countless itinerary options along varied coastlines and rivers. In this report we find out about some of the new itineraries being prepared for the 2024 season.

### Featured ports & destinations

Profiles of a series of ports and destinations that are enduringly popular on cruise itineraries:

- North America & Canada
- South America
- Central America & Caribbean
- Northern Europe
- Mediterranean & Black Sea
- Middle East
- Africa, Gulf & Indian Ocean
- Asia Pacific

## FURTHER INFORMATION

---

### Partners

*Cruise & Ferry* is proud to partner with the following organisations:



### Contacts

Rebecca Gibson, Associate Editor

Email: [rebecca.gibson@tudor-rose.co.uk](mailto:rebecca.gibson@tudor-rose.co.uk)

Jon Ingleton, Executive Editor

Email: [jon.ingleton@tudor-rose.co.uk](mailto:jon.ingleton@tudor-rose.co.uk)

*This editorial plan is subject to the interview availability of the organisations and individuals listed. Alternative contributors will be found if they are required.*